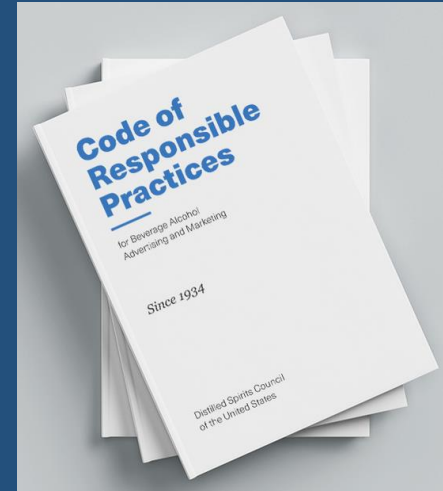


DISCUS Code of Responsible Practices 101



From October 27, 1934 to Today:
A Model of Advertising Self-Regulation

DISCUS CODE
VIRTUAL MEDIA SUMMIT
Advertising & Marketing Practices

Presenters

Mary Barrazotto



- **Code Review Board Chair**
- SVP, Deputy General Counsel
- Brown-Forman Corporation

Courtney Armour



- **Code Review Board Staff Liaison**
- DISCUS Chief Legal Officer

Nate Mailander



- **Code Review Board Member**
- Associate General Counsel
- Beam Suntory

Jameel Harb



- **Code Review Board Member**
- Managing Counsel – US, Canada, Jamaica
- Campari America

What is the DISCUS Code and Why is it Important?

Code of Responsible Practices

for Beverage Alcohol
Advertising and Marketing

Since 1934

Distilled Spirits Council
of the United States

A Responsive, Tough, Active Code

- Decades of a strict advertising Code
 - DISCUS Code was established within months of the end of Prohibition
 - Showcases industry's longstanding commitment to responsibility
- Decades of compliance and enforcement
 - 100% compliance by DISCUS members
 - Overwhelming compliance by non-DISCUS members
- Decades of quick action
 - Members: 1-2 weeks from complaint receipt to resolution
 - Non-DISCUS members: average time less than 60 days

Long and Evolving History

1935 Restricted
Sunday
advertising

Prohibited
radio
advertising

1958 Prohibited
women
holding or
consuming
alcohol in ads

2020 Programmatic
Buying
Guidelines

Address
social media
influencers

Code provisions change over the years
to reflect current advertising practices,
technology, and social mores

Scope of the Code: All Inclusive



All activities related to advertising and marketing

Brand advertising/consumer communications
Promotional events
Packaging and labeling
Distribution and sales materials



Every type of print and electronic media

TV, radio, magazines, newspapers, outdoor
All digital communications, including social media apps, websites, etc.



Every type of promotional or marketing activity

Product placements
Sponsorships and on-premise promotions
Paraphernalia (no branded items intended for use by those under 21)

Significant Compliance and Enforcement Reach

- All spirits, wine, beer brands marketed by DISCUS members covered
 - Reaches over 1,850 brands marketed by member companies
 - Same principles apply across beverage alcohol categories
- All non-DISCUS member spirits brands covered
 - Historically, non-members have followed the Code and abided by decisions
 - Companies with small portfolios, large portfolios, and new entrants
- Supported and endorsed by other trade associations and companies
- The Code has been commended by the Federal Trade Commission, the lead federal agency with advertising oversight

Importance of Industry Self-Regulation

- Code compliance and self-regulatory model benefits public and industry
- Widely lauded as a model of self-regulation
 - Rigorous standards (higher than govt. could require under 1st Amendment)
 - Expedient process
 - Transparent, accountable process
- Mary Engel, Former FTC Associate Director of Division of Advertising Practices, on the benefits of effective self-regulation:

An important part of the FTC's ability to manage its caseload has been to have the self-regulatory programs do some of the work, and then have the FTC be the backstop when programs don't follow that," Engle said. "And it's that threat of an FTC action that really helps companies understand the benefit of their staying within the warm embracing hands of self-regulation versus being under federal investigation.

Components of Effective Self-Regulation

Code of Responsible Practices

for Beverage Alcohol
Advertising and Marketing

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of the United States

- Responsible Content
- Responsible Placement
 - Detailed industry media buying guidelines
- Internal Compliance Review System
 - Training programs for employees
 - Separate review of ads outside marketing department
- Code Review Board
 - Operating for over three decades
 - Charged with reviewing/deciding complaints
- Outside Advisory Board
 - Pre-vetting, third-party guidance, tie-breaking votes
- Complaint Decisions Posted Online
 - Full public transparency

DISCUS Code Review Board Process

Code of Responsible Practices

for Beverage Alcohol
Advertising and Marketing

Since 1934

Distilled Spirits Council
of the United States

Code Review Board - Structure and Responsibilities

Board Structure

- Comprised of member company representatives elected by the DISCUS Board of Directors

Adjudicate Complaints

- Decisions communicated promptly to advertiser

Revise Code

- Develop any necessary revisions to the Code

Study and Educate

- Study evolving advertising trends and technology
- Educate industry on Code and compliance best practices

How the Code Review Process Works



Complaint received by DISCUS and processed anonymously



Complaint sent to advertiser for consideration and response

DISCUS members respond forthwith

Non-members have 15 business days to respond



Code Review Board convenes and advertiser invited to participate



Board deliberates and issues decision



Advertiser notified of decision and provided opportunity to respond



If found in violation, the Board and DISCUS work with the advertiser to address the decision and take appropriate corrective action



Code Review Board decision and advertiser's response posted on DISCUS website

Code Outside Advisory Board

In 2003, DISCUS established an Outside Advisory Board to provide confidential guidance on Code compliance. Members of the Advisory Board have extensive experience related to responsible advertising. The Advisory Board's main functions are as follows:

- **Confidential Guidance on Code Compliance.** On a voluntary, nonbinding, and confidential basis, beverage alcohol industry member advertisers can seek guidance from the Advisory Board related to any questions about Code compliance.
- **Complaint Adjudication Guidance.** These Outside Advisors also will be contacted for their respective opinion if the Code Review Board cannot arrive at a majority decision about a particular advertisement or marketing material.

Outside Advisory Board Members



- **Dr. Deno Curris – Distinguished Educator**
 - Former President of the American Association of State Colleges and Universities and former President of Clemson, Murray State and Northern Iowa Universities, with 38 years of service in higher education and actively engaged in addressing alcohol abuse among college students.



- **Ms. Jodie Bernstein – Distinguished Public Servant**
 - Former Director of Consumer Protection Bureau of the FTC, oversaw the FTC's 1999 Report to Congress on alcohol advertising and self-regulation, was the leading force in creating the National Advertising Review Council of the Better Business Bureaus, established in 1971 to review advertising copy to ensure that it is truthful and accurate. Ms. Bernstein also served as General Counsel of the Environmental Protection Agency and as General Counsel of the Department of Health and Human Services.



- **Mr. Rick Gitter – Distinguished Advertising Executive**
 - Former NBC Vice President of Advertising Standards and Program Compliance with 30 years of experience overseeing network advertising compliance, and former member of the Board of Directors of the Council of Better Business Bureaus and the Radio Code Board of the National Association of Broadcasters.

How to File a Complaint and Code Decisions

Code of Responsible Practices for Beverage Alcohol Advertising and Marketing

Within months of the repeal of Prohibition, leaders in the distilled spirits industry approved their first voluntary Code of Responsible Practices. Throughout the decades, the Code has embodied the high standards and commitment to responsibility that have been the touchstone of the Distilled Spirits Council (DISCUS) member company advertising practices.

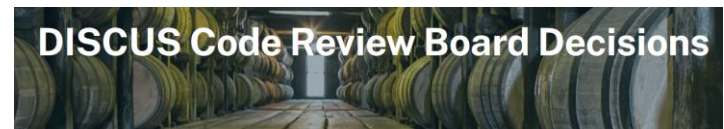
The DISCUS Code applies to all activities in the United States undertaken to advertise and market distilled spirits, as well as beer and wine brands marketed by DISCUS members. The Code also covers the advertising and marketing of distilled spirits brands of non-DISCUS members.

The Code covers both the responsible placement and content of beverage alcohol advertising and marketing materials, as well as provides detailed digital and media buying guidelines.

“Eighty-five years ago, leaders in the spirits industry showed a great sense of duty and dedication in developing an effective self-regulatory system that has stood the test of time. Through the industry's voluntary advertising and marketing code, the spirits industry's commitment to responsibility remains steadfast.”

Chris Swonger, President and CEO

- Send Code complaints to:
DISCUSCode@distilledspirits.org
- All Code Review Board decisions are posted online at
<https://www.distilledspirits.org/recent-code-review-board-decisions/>



Beam Suntory advertisement – (April 2021)
Cointreau advertisement – (February 2021)
Smirnov Vodka advertisement – (November 2020)
Teremana Tequila Instagram video – (September 2020)
Kings County Distillery sponsored Facebook promotion – (August 2020)
SLRRRP packaging and marketing materials – (April 2020)
Aviation Gin promotional video – (April 2020)
Absolut Juice packaging and marketing materials – (October 2019)
Emodka vodka packaging and marketing materials – (August 2018)
Beam Suntory marketing materials – (June 2018)
Compass Box marketing materials – (June 2018)
Edrington marketing materials – (June 2018)

Practical Application:

How CRB Manages Complaints *and*
How Advertisers Respond to Them

Emodka Vodka Complaints

Multiple Complaints Received in 2018 From Members of the Public



Emodka Vodka packaging and marketing materials
(Stoller Imports – Non-DISCUS Member)

Complaint Process Summary

- Complaints: packaging and marketing materials primarily appealed to those below the LPA
- Advertiser did not formally respond
- CRB: convened, found the product in violation, and urged its removal from the marketplace
- Action: advertiser agreed to stop importing Emodka vodka and no longer carried product after existing inventory depleted
- Publication and Notification

Most Recent Complaint

Complaint Received in March 2021
From A Member of the Public



Beam Suntory YouTube TV Ad

“Binge Something Other Than Work”

Complaint Process Summary

- Complaint: advertisement violated the Code’s good taste and responsible use provision
- Advertiser Response: acknowledged the ad did not comply with the Code, immediately removed it from circulation, and addressed internal process failure.
- CRB: Convened, heard from advertiser, and found it in violation.
- Publication and Notification

Responsible Placement and Content Provisions of the Code

Code of Responsible Practices

for Beverage Alcohol
Advertising and Marketing

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of the United States

Code Placement Provisions

- **Adult Audiences**

- Best efforts to ensure beverage alcohol ads are placed where at least 71.6 percent of audience is reasonably expected to be 21 or older

- **Prohibited Zones of Advertising**

- No ads within five hundred (500) linear feet of place of worship, elementary or secondary school except on a licensed premise; on college campuses*

- **Website Age Affirmation**

- Must include full DOB (month, day and year)
- Mechanisms can vary depending upon available technology, such as an age affirmation page, an email or instant messaging age affirmation, or a site's "registered user" database

Where can I advertise?



Age Affirmation Mechanisms



JACK DANIEL'S

JACK'S BIRTHDATE HAS ALWAYS BEEN A MYSTERY. HOPEFULLY YOURS ISN'T.

MM DD YYYY

This site uses cookies. [Cookie Policy](#). I agree to the [terms of use](#), and the [privacy policy](#). This information will not be used for marketing purposes.

ENTER

 USA

Utilizing full DOB (month, day, and year) or a registered user database = Code Compliant



ARE YOU OF LEGAL DRINKING AGE?

You must be of legal drinking age in your region to enter.

YES NO

☐ Remember Me



PLEASE ENTER YOUR DATE OF BIRTH

YYYY OK

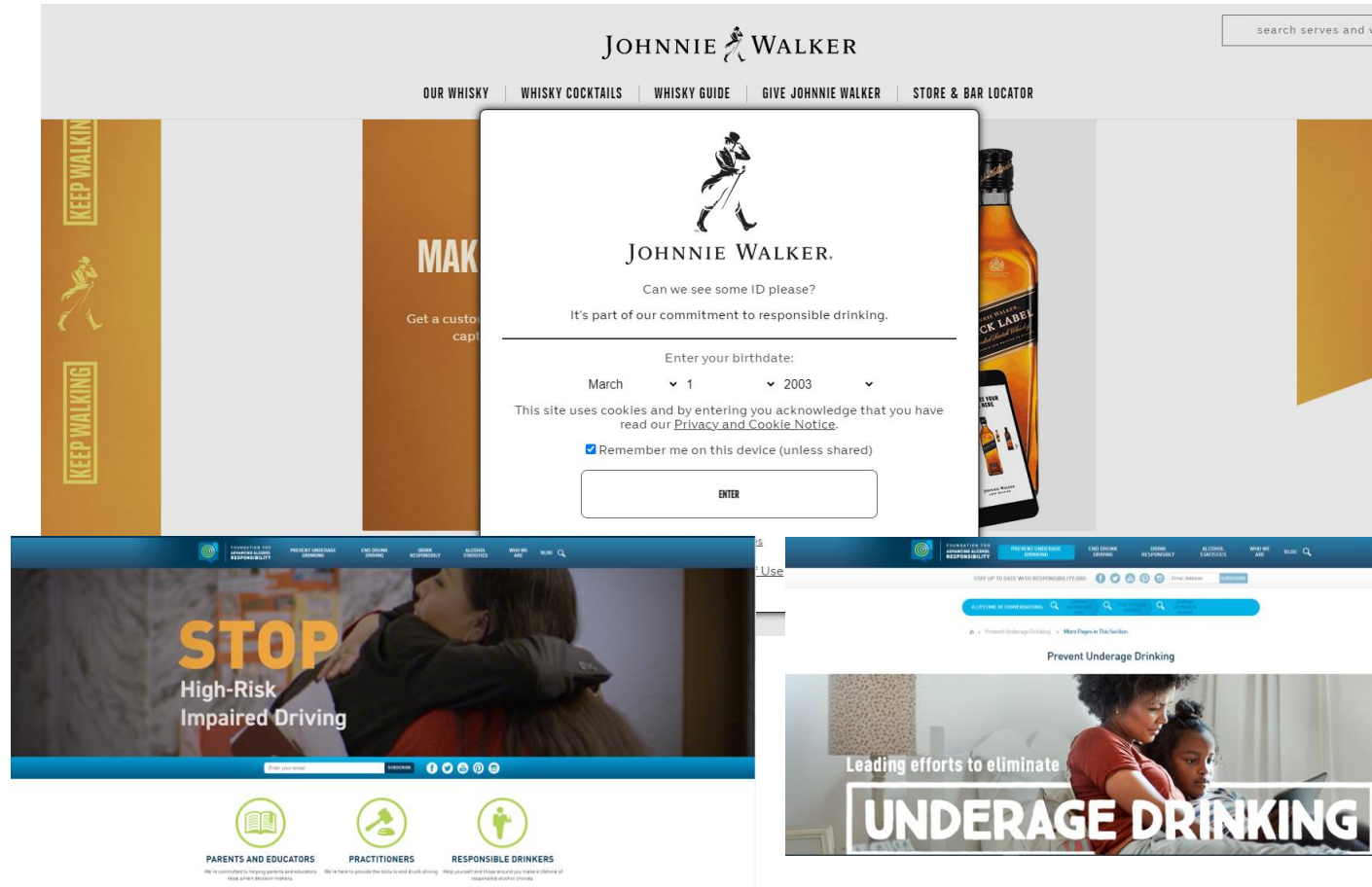
You have to be over 21 to enter this site.

☐ REMEMBER ME

Asking if a user is LPA or for just the birth year is not enough



Under LPA → Redirect to Responsibility Site



...Such as: Foundation for Advancing Alcohol Responsibility
www.Responsibility.org

College Campus Advertising Provisions

No advertising on college campuses or in college publications



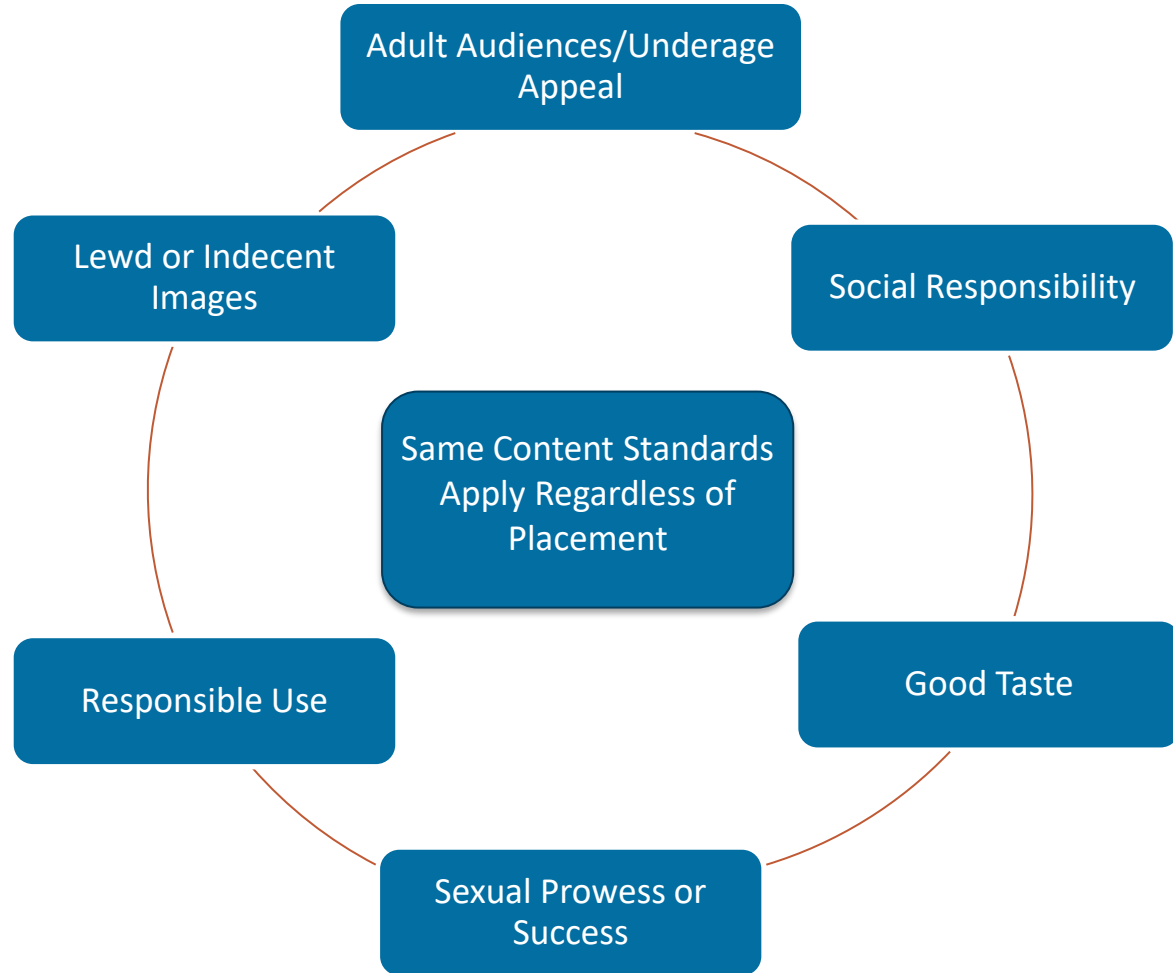
Two Exceptions:

Licensed Locations OK: Product advertising/marketing and supplier-sponsored promotions may be conducted in an on-campus licensed location

LPA+ Events OK: Suppliers are allowed to advertise and/or market at events not limited to licensed establishments where substantially all attendees are of LPA, such as events for graduate or alumni functions

Code Content Provisions

What can I
include in
my ad?



Adult Audiences and Underage Persons

- **Primary Appeal to Legal Drinking Age Adults**
 - All beverage alcohol advertising and marketing materials, regardless of placement, are intended for legal purchase age adults who choose to drink. The content of beverage alcohol advertising and marketing materials should primarily appeal to individuals 21 years of age or older.
- **Advertisements Appealing to Children Are Inappropriate**
 - Marketing that primarily appeals to individuals under the age of 21 is prohibited.
 - Advertising and marketing materials are considered to “primarily appeal” to persons below the legal purchase age if they have special attractiveness to such persons beyond the general attractiveness for persons of legal purchase age.

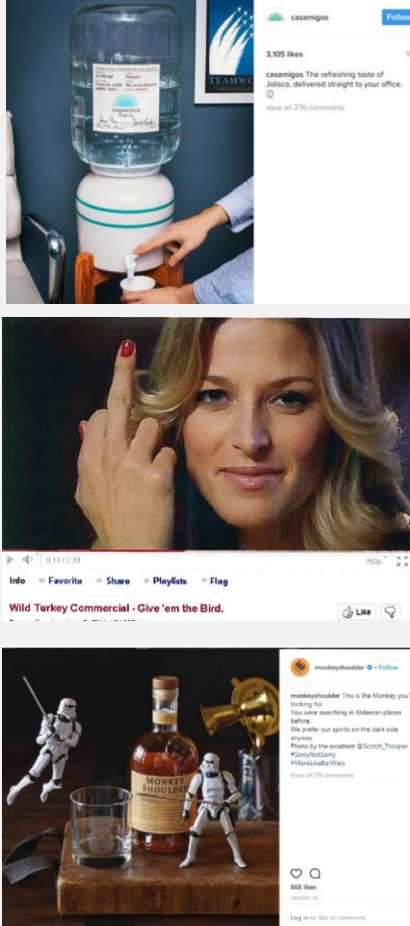
Age of Models and Actors

- Beverage alcohol products should not be advertised or promoted by any person who is, or who is made to appear, below the legal purchase age
- Models and actors in ads should be a minimum of 25 years old and should reasonably appear to be 21 years of age and older.
- This provision does not apply to athletes, celebrities, spokespersons, and influencers of legal purchase age that are generally recognizable to the intended audience; however, such individuals should reasonably appear to be 21 years of age or older and should not primarily appeal to persons below the legal purchase age

Social Responsibility

- **Good Taste and Responsible Use**
 - Portray beverage alcohol products and drinkers in a responsible manner and reflect generally accepted contemporary standards of good taste
- **Responsible Drinking Statements**
 - Include responsible drinking statements in beverage alcohol advertising, marketing materials, and promotional events where practicable
- **Activities That Are Illegal or Require a High Degree of Alertness**
 - Do not portray beverage alcohol being consumed by a person who is engaged in, or is about to engage in, any activity that is illegal or requires a high degree of alertness or physical coordination, such as driving a vehicle

Examples of Inappropriate Content



The Code provides a non-exhaustive list of inappropriate content for beverage alcohol and marketing materials. Some examples of prohibited content are as follows:

- Depicts a child or portrays objects, images, or cartoon figures that primarily appeal to persons below the legal purchase age;
- Uses the name of or depicts Santa Claus;
- “Rite of passage” to adulthood;
- Intoxication or suggestion that intoxication is socially acceptable conduct;
- Lewd or indecent images or language;
- Sexual prowess or sexual success to sell product;
- Degrades the image, form, or status of women, men, or of any ethnic group, minority, sexual orientation, religious affiliation, or other group;
- Employs religion or religious themes;
- Association with anti-social or dangerous behavior, or illegal activity of any kind

Conduct at Promotional Events

- **Discourage Excessive or Abusive Consumption**

- On-premise supplier sponsored promotions should encourage responsible consumption by those adults who choose to drink and discourage activities, such as drinking games, that reward or encourage excessive or abusive consumption



What about promotional events?

- **Responsible Sampling**

- Where supplier sampling is permitted, appropriate measures should be employed to safeguard against underage drinking, including taking the necessary steps to ensure that individuals conducting the sampling on behalf of the supplier are of legal purchase age



Practical Application: Content and Placement Best Practices

Examples of Prior Code Complaints – SLRRRP Pool Party Video



- Complainant: “shows individuals engaging in activities, such as swimming and jumping into a pool, that require a high degree of alertness while consuming alcohol.”
- Advertiser response: “[n]one of SLRRRP's marketing (specifically videos) show consumption of alcohol.”

Poll: Violation or No Violation?

SLRRRP Pool Party Video: VIOLATION



- Code Review Board found this video in violation.
 - While no explicit consumption, the totality of the video would lead a reasonable person to understand that alcohol is being consumed by those swimming
 - Swimming = activity that requires a high degree of alertness.
- Reasoning - effect of all circumstances together:
 - Opening scene of a person in the pool balancing an open container on their head;
 - Individual jumping into the pool with the container; and
 - Individual floating in the pool with container in hand at multiple points in the video.

Examples of Prior Code Complaints – Jim Beam Red Stag “Breakaway” Video



- Complaint: primarily appealed to individuals below the legal purchase age due to animated deer and “the striking resemblance to the Grand Theft Auto series that is particularly appealing to the under-age demographic who play these games.”
- Advertiser Response: ad created with intent to reach LPA consumers and nothing inherent in ad makes it specifically or primarily appealing to those under the LPA, viewing the advertisement as a whole.

Poll: Violation or No Violation?

Jim Beam Red Stag “Breakaway” Video: NO VIOLATION



- Code Review Board found No Violation
- The Board did not believe the advertisement primarily appealed to persons below the LPA
 - Red Stag in the advertisement not deemed to be evocative of a children’s cartoon character
 - Nothing else in advertisement had special attractiveness to individuals below the legal purchase age.
- Code Review Board did remind and caution advertisers:
 - When using animation as a stylistic genre, particular care should be taken to ensure that they do not primarily appeal to individuals below the legal purchase age.

Examples of Prior Code Complaints – Dewar’s “Meet the Baron”



- The complainant stated that the video was degrading to the image, form, and status of women in violation of the Code.
- The advertiser stated that it was never their intent to degrade women; nevertheless, understood the complainant’s point of view.

Poll: Violation or No Violation?

Dewar's “Meet the Baron” Video: VIOLATION



- In response to the complaint, the advertiser removed the video from the digital medium where it was posted.
- The Board found that the advertisement violated the Code. The Board concluded that the video was degrading to women in light of the fact that, as a “plus-sized” woman approached “the Baron’s” friend at the bar, “the Baron” interceded her path. The colloquialism of a “grenade” has been used to connote a situation where someone in a group of friends will take on the “ugliest” woman so that his friends have an opportunity to seek out more “attractive” women.
- The Board viewed the advertising execution as degrading to the form and image of women because the “plus-sized” woman was depicted in the video as an individual that required deflection, as compared to Swedish bikini models.

Practical Application: Internal Process and Procedures

Internal Compliance Process

- **Internal Compliance Process**

- Companies should establish internal process to ensure compliance
- Process should include a separate review of materials by a company employee who is not in the marketing department (to the extent possible given a company's size and organizational structure)

- **Training Program**

- Companies should take appropriate steps to ensure that employees involved in advertising and marketing are properly trained on the Code
- Companies should establish and conduct regular training programs for employees involved in the advertising or marketing of the company's brands (where possible)

- **Advertising Agencies and Other Consultants**

- Companies should provide a copy of the Code to advertising agencies, media buyers, and other external consultants involved in a member's advertising or marketing activities

Sounds very comprehensive!

...But how can a distiller practically implement?

Responsible Digital Marketing Guidelines

Code of Responsible Practices

for Beverage Alcohol
Advertising and Marketing

Since 1934

Distilled Spirits Council
of the United States

DISCUS Digital Marketing Guidelines

- Scope:
 - Social networking sites, blogs, mobile communications, apps, websites
- Basic principles:
 - 71.6% 21+ placement standard for all communications or may utilize a digital platform that provides the ability to directly communicate to an audience of legal purchase age individuals
 - 21+ “age gating” before direct dialogue between an advertiser/consumer
 - Regular monitoring and removal of inappropriate user-generated content
 - Procedures for forwarding downloadable digital content only to 21+
 - Privacy policies to protect collection and use of personal information
 - Clearly identify product promotions as brand marketing
- Guidelines are reviewed regularly and updated as needed

Digital Marketing Guidelines - 2020 Updates

- Digital marketing on platforms able to target LPA+ individuals
 - Regardless of whether the platform itself meets the 71.6% standard
- Aligns with modern platform capabilities

Targeting Requirements

If you choose to run ads that promote or reference alcohol you must make sure to follow local laws and target your ads appropriately, including targeting your ads to 18 years or older in all permitted countries except the following:

Other Countries

- 20 years or older in Japan, Iceland, Thailand and Paraguay
- 21 years or older in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka and the US

facebook [Sign Up](#)

Appendix A

Responsible Digital Marketing Guidelines

Introduction

These Guidelines for responsible digital marketing communications are an integral part of the Distilled Spirits Council's Code of Responsible Practices for Beverage Alcohol Advertising and Marketing and should be read in conjunction with its provisions.

2020 Update - Direct Interaction Definition

- Age affirmation required prior to direct engagement
 - Individual must affirm full DOB – Month / Date / Year
- “Direct Interaction” definition modernized and clarified
 - Direct Interaction is a two-way communication between the user and the brand advertiser on a digital medium controlled by the brand advertiser. It occurs when the brand advertiser directly interacts with an individual user, such as responding to a direct communication from the individual user
 - Example: A user responding to a “hashtag” posted by a brand on social media is not direct interaction. In this instance, direct interaction requiring an age gate is when the brand advertiser responds to that user response.

Appendix A

Responsible Digital Marketing Guidelines

Introduction

These Guidelines for responsible digital marketing communications are an integral part of the Distilled Spirits Council's Code of Responsible Practices for Beverage Alcohol Advertising and Marketing and should be read in conjunction with its provisions.

Monitor/Moderate User-Generated Content

- User-generated content (UGC) on a social media page or website controlled by the advertiser must be monitored and moderated on a regular basis
- UGC on a site controlled by a brand should be monitored each business day or, at a minimum, every 5 business days
- If content is inappropriate and inconsistent with the Code's content provisions, material should be removed promptly
- Notify users that all inappropriate content will be removed

Appendix A

Responsible Digital Marketing Guidelines

Introduction

These Guidelines for responsible digital marketing communications are an integral part of the Distilled Spirits Council's Code of Responsible Practices for Beverage Alcohol Advertising and Marketing and should be read in conjunction with its provisions.

Privacy Policies

Privacy policies govern the collection of personal information from adults of legal purchase age and encompass any direct digital marketing or advertising whether conducted through a social networking site, website, or other digital platform and must ensure the following:

- User information collected from LPA+ only
- Opt-in before receiving a direct digital marketing communication and opt-out to discontinue receiving those communications
- Clear information must be provided about collection and use of personal data
- Privacy policy prominently displayed and simple to understand
- Measures will be taken to keep user information secure

Appendix A

Responsible Digital Marketing Guidelines

Introduction These Guidelines for responsible digital marketing communications are an integral part of the Distilled Spirits Council's Code of Responsible Practices for Beverage Alcohol Advertising and Marketing and should be read in conjunction with its provisions.

Transparency of Brand Marketing

IT'S THE LAW

- Consumers must know they are reading/viewing advertising
 - Social media pages
 - Brand pages
 - Blogs: whose blog is it?
- FTC's Sept. 2017 Enforcement Guides Concerning the Use of Endorsements and Testimonials in Advertising
 - Be careful when soliciting endorsements; disclosure is mandatory
 - Key: clearly identify communication by any employee or anyone hired by brand



Appendix A

Responsible Digital Marketing Guidelines

Introduction

These Guidelines for responsible digital marketing communications are an integral part of the Distilled Spirits Council's Code of Responsible Practices for Beverage Alcohol Advertising and Marketing and should be read in conjunction with its provisions.

Responsible Media “Buying” Guidelines

Code of Responsible Practices

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DISCUS Media Buying Guidelines

- Outlines specific criteria for placement in each medium (TV, radio, magazine, newspaper, internet/digital)
 - Place ad based on prior two quarters of data
 - Data sources: Nielsen, comScore, Consolidated MRI TwelvePlus, etc.
 - Internet/digital ad placement should use the most recent three-month site average of available audience data of unique visitors or app registered user database (when not using tech to only target LPA+)
- Semi-annual random post audits
 - Post audits to verify past placement met LPA standard
- Same tough content standards regardless of medium/placement

Appendix B

Responsible Media “Buying” Guidelines

Introduction

Set forth below are the DISCUS Code “buying” guidelines related to the placement of advertisements in all mediums (e.g., TV, radio, magazine, newspaper, internet/digital communications) and the

2020 Update: Programmatic Buying



It enables an advertiser to deliver the right message to the right user in the right place at the right time.

Appendix B

Responsible Media “Buying” Guidelines

Introduction

Set forth below are the DISCUS Code “buying” guidelines related to the placement of advertisements in all mediums (e.g., TV, radio, magazine, newspaper, internet/digital communications) and the

Accounts for Modern Social Media

Core Targeting: Demographics, Geography, and Devices



Age and
Gender



Location and
Time of Day



Devices, Networks,
Carrier & OS

Signals Used to Further Understand and Model the Audience



What They
Share



How They
Engage with
Ads



Where They
Go



What They
Consume



What They
Listen To



Who They
Follow

Programmatic Media Buying Guidelines



The Media “Buying” Guidelines includes a section on Programmatic Marketing Directed to LPA+ Adults



What is Programmatic? An automated method of buying digital advertising in which supply and demand partners make decisions on a per-impression basis and adhere to business rules as provided by the operators on each platform.



Programmatic buying uses actual audience targeting as a prerequisite for delivering the ad, resulting in demographic placement numbers that far exceed the 71.6% standard. Audience-based targeting tests conducted reported that over 98% of the targeted audience was over 21 years old.

Appendix B

Responsible Media “Buying” Guidelines

Introduction

Set forth below are the DISCUS Code “buying” guidelines related to the placement of advertisements in all mediums (e.g., TV, radio, magazine, newspaper, internet/digital communications) and the

Programmatic Media Buying Guidelines

- May target ads directly to people known to be LPA+
 - Validated through first, second, or third-party data sources
- Data validation requirements:
 - (a) validation against at least one set of deterministic data (i.e., first party data that is known to be true);
 - (b) data provider should be member or abide by guidelines of accredited third party; and
 - (c) data should be refreshed/audited every 30 days
- Includes use of contextual and content filters, when the technology is available, to ensure users are LPA+

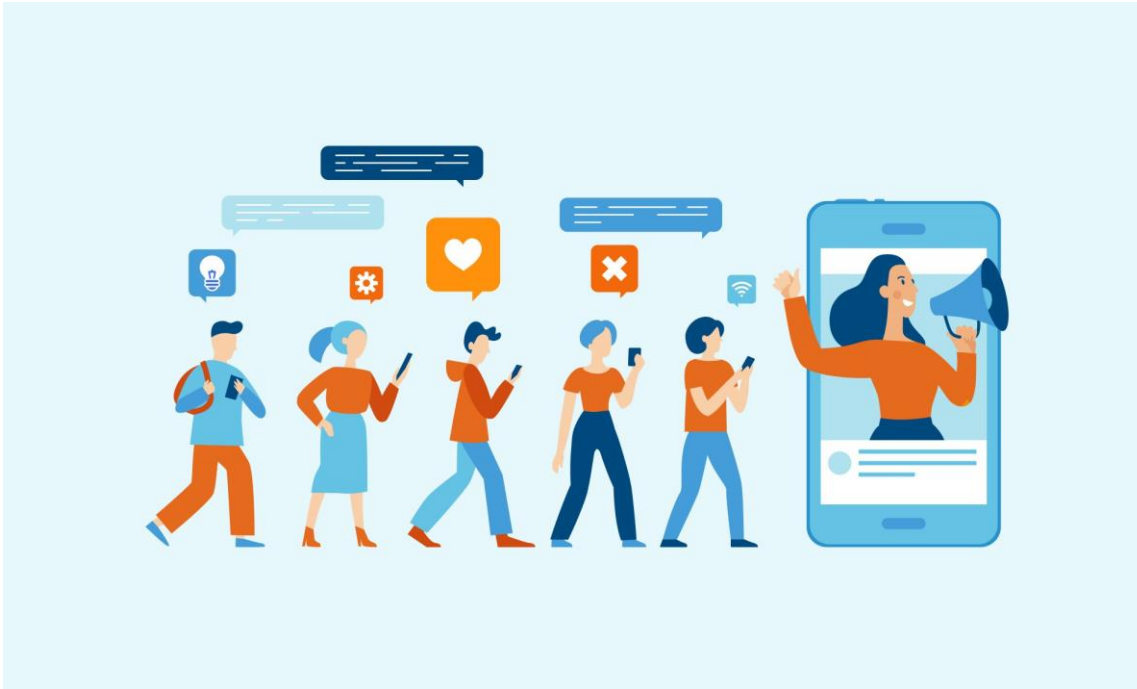
Appendix B

Responsible Media “Buying” Guidelines

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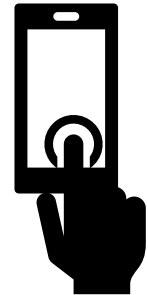
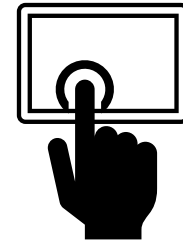
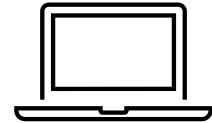
2020 Updates: Influencers Included



- Digital Buying Guidelines clarified recently to include influencers
- Demographic data must be collected for influencers acting on behalf of a brand advertiser

2021 Update – Downloadable Applications

- **Reliability of demographic data limited**
 - Need additional safeguards to ensure placed on LDA+ app
- **New Buying Guidelines for Apps**
 - Requires content review
 - App content must not primarily appeal to underage audience
 - Before buy and periodically thereafter
 - Can be manual or using available technology



Conclusion

- The DISCUS Code is a longstanding and important self-regulatory tool to ensure beverage alcohol advertising reaches adults of legal purchase age
- Familiarize yourself with the Code's Responsible Placement and Content provisions and put company-wide best practices in place to ensure compliance
- Know how you would respond to a possible Code complaint and how the Code Review Board process works
- Engage with your ad agencies and employees to establish an internal compliance process
- Understand the Digital Marketing and Media Buying Guidelines
- If you ever have questions related to Code compliance, reach out to us! We are always happy to help

Code of Responsible Practices

for Beverage Alcohol
Advertising and Marketing

Since 1934

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of the United States

Leading
Responsibility
Since
1934

DISCUS CODE VIRTUAL MEDIA SUMMIT

Advertising & Marketing Practices

Questions?

Distilledspirits.org